

001 2-22-1-1
SIS Cere. 24 JUL 1984

rewritten by D | OP

GOOD AFTERNOON. WE ARE HERE TODAY TO AWARD PROMOTIONS TO MEMBERS OF THE SENIOR INTELLIGENCE SERVICE AND TO WELCOME THOSE NEWLY PROMOTED TO SIS RANK. I AM ALSO ESPECIALLY PLEASED TO WELCOME THE FAMILIES OF THOSE WE HONOR TODAY. WE DON'T OFTEN HAVE THE OPPORTUNITY TO RECOGNIZE PUBLICALLY THE CONTRIBUTIONS OUR SENIOR OFFICERS MAKE TO THE SECURITY OF THE NATION AND TO SHARE OUR PRIDE IN THESE PEOPLE WITH MEMBERS OF THEIR FAMILIES. THE OFFICERS WE HONOR THIS ^{afternoon} ~~MORNING~~ REFLECT THE FINEST QUALITIES OF GOVERNMENT SERVICE, AND THOSE SPECIAL QUALITIES THAT OUR PROFESSION OF INTELLIGENCE REQUIRES. I AM PLEASED TO BE ABLE TO AWARD PROMOTIONS TO SUCH AN OUTSTANDING GROUP OF MEN AND WOMEN.

NOT LONG AFTER THE LAST SIS AWARDS CEREMONY, I ASKED OUR EMPLOYEES AT ALL LEVELS TO PARTICIPATE IN AN EXAMINATION OF OUR GOALS, PRINCIPLES AND STANDARDS. TOGETHER WE DEVELOPED A CREDO THAT REFLECTS THE IDEALISM AND SPIRIT OF THIS ORGANIZATION AND ITS PEOPLE.

OUR ONGOING EFFORT TO MAINTAIN "EXCELLENCE" MUST BECOME A CONTINUING PART OF OUR AGENCY CULTURE. YOU MEN AND WOMEN OF THE SENIOR INTELLIGENCE SERVICE SERVE AS ROLE MODELS.

THE AGENCY HAS ENJOYED A LONG TRADITION OF "EXCELLENCE." SOME OF OUR ACCOMPLISHMENTS ARE KNOWN BUT MOST ARE NOT AND CANNOT BE FOR OBVIOUS SECURITY REASONS. WE MUST NEVER FORGET THAT "EXCELLENCE" IN THIS AGENCY IS THE RESULT OF EFFORTS OF ALL THE EMPLOYEES. YOU, AS SENIOR MANAGERS, MUST CONTINUALLY DEMONSTRATE YOUR COMMITMENT TO "EXCELLENCE." WE NEED THE CONTINUED COOPERATION, COMMITMENT AND ENERGY OF THE REAL PEOPLE WHO DO THE REAL WORK IN THIS AGENCY--ANALYSTS, SCIENTISTS, SECRETARIES, CASE OFFICERS, SUPPORT PEOPLE, AND MANY OTHERS. ALL PEOPLE WORK BETTER WHEN TREATED WITH RESPECT AND GIVEN DIGNITY IN THEIR WORK PLACE. "EXCELLENCE" CAN MEAN PAYING ATTENTION TO SEEMINGLY TRIVIAL THINGS WHICH, IN FACT, ARE NOT TRIVIAL WHEN THEY DEMONSTRATE THAT SENIOR MANAGEMENT REALLY CARES ABOUT THE "QUALITY OF LIFE." IN THIS SPIRIT, SOME IMPROVEMENTS HAVE ALREADY BEEN UNDERTAKEN AND OTHERS ARE IN TRAIN:

- o THE GYM HAS BEEN PAINTED, THE RUNNING TRACK UPGRADED AND NEW LOCKERS AND NAUTILIS EQUIPMENT HAVE BEEN INSTALLED. (SOME OF YOU SENIOR EXECUTIVES MIGHT WANT TO TAKE MORE ADVANTAGE OF THE HEALTH ROOM.)
- o NEW LIGHTING HAS BEEN INSTALLED TO MAKE OUR CORRIDORS BRIGHTER.
- o ON THE GROUND FLOOR, TILES ARE BEING REPLACED, WALLS PAINTED AND ELEVATOR FOYERS WALLPAPERED.
- o WE WILL BE IMPROVING SIGNIFICANTLY THE ENVIRONMENT IN THE CAFETERIA.
- o MORE SIGNIFICANTLY--AND MOST OBVIOUS--THE GROUND HAS BEEN BROKEN FOR THE NEW BUILDING WHICH WILL PROVIDE MUCH NEEDED RELIEF FOR THE OVER-CROWDING YOU ALL ENDURE.

THESE ARE SOME OF THE THINGS TO SHOW WE CARE. I CHARGE YOU SENIOR MANAGERS TO BE SIMILARLY SENSITIVE TO THE NEEDS IN YOUR OWN WORK PLACES.

IN EARLIER "EXCELLENCE" DISCUSSIONS, WE TALKED ABOUT MANAGEMENT BY WALKING AROUND. IT IS IMPORTANT BECAUSE IT KEEPS US MANAGERS IN TOUCH WITH THE PEOPLE AND AVOIDS THE ISOLATION THAT CAN OCCUR WHEN WE REMAIN IN OUR OFFICES. JOHN MCMAHON AND I ARE PRACTICING WHAT WE PREACH. SINCE I LAST TALKED TO YOU ON "EXCELLENCE" I HAVE VISITED:

- o THE NATIONAL PHOTOGRAPHIC INTREPRETATION CENTER AT

STAT

- o THE OFFICE OF COMMUNICATIONS

STAT

- o THE OFFICE OF TRAINING AND EDUCATION AT CHAMBER OF COMMERCE.

- o THE OFFICE OF FINANCE AT KEY BUILDING.

- o THE OFFICE OF DEVELOPMENT AND ENGINEERING

STAT

STAT

JOHN MCMAHON HAS BEEN EVEN MORE PERIPATETIC. HE HAS VISITED:

- STAT
- o THE OFFICES OF PERSONNEL, SECURITY AND MEDICAL SERVICES

- STAT
- o THE OFFICES OF COMMUNICATIONS AND LOGISTICS

- o THE OFFICE OF DATA PROCESSING AT PLAZA AS WELL AS HEADQUARTERS.

- STAT
-
- o THE OFFICE OF INFORMATION SERVICES AT AMES.

- o THE OFFICE OF FINANCE AT KEY AND

- STAT
-
- o THE PRINTING AND PHOTOGRAPHY DIVISION AND

- o THE MOTOR POOL.

I ENCOURAGE YOU MANAGERS TO MOVE AROUND AND LISTEN TO YOUR PEOPLE.

OUR TRADITION OF "EXCELLENCE" WAS CLEARLY RECOGNIZED BY THE PRESIDENT DURING THE COMPLIMENTARY REMARKS HE MADE WHEN VISITING HERE WITH VICE PRESIDENT BUSH TO BREAK GROUND FOR OUR NEW BUILDING. I CAN TELL YOU THAT HIS PUBLIC PRAISE IS REPEATED IN PRIVATE, AND IS ECHOED BY OTHER LEADERS IN OUR GOVERNMENT. IT IS OUR OBLIGATION TO CONTINUE OUR TRADITION OF "EXCELLENCE." I WANT TO THANK EACH OF YOU FOR YOUR EXCEPTIONAL PERFORMANCE AND YOUR CONTRIBUTION TO THE MISSIONS OF THIS AGENCY. CONGRATULATIONS TO ALL OF YOU!

~~CONFIDENTIAL~~

DCI Speech on "Excellence".

~~CONFIDENTIAL~~